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## WHAT IS CLAIMED IS:

1. An isolated or recombinant nucleic acid molecule comprising a promoter operably linked to a heterologous polynucleotide, wherein the promoter comprises a nucleotide sequence that is at least about 70% identical to a nucleotide sequence selected from SEQ ID NOS: 1-4.

- 2. The nucleic acid molecule of claim 1, wherein the promoter specifically hybridizes to a nucleic acid comprising a nucleotide sequence selected from SEQ ID NOS: 1-4, or a complement thereof.
- 3. The nucleic acid molecule of claim 2, wherein the promoter comprises a nucleotide sequence that is at least about 80% identical to a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 4. The nucleic acid molecule of claim 3, wherein the promoter comprises a nucleotide sequence that is at least about 90% identical to a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 5. The nucleic acid molecule of claim 4, wherein the promoter comprises a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 6. An isolated or recombinant nucleic acid molecule comprising a promoter operably linked to a heterologous polynucleotide, wherein the promoter comprises a nucleotide sequence that is at least 90% identical to 100 contiguous nucleotides in a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 7. An isolated or recombinant nucleic acid molecule comprising a promoter operably linked to a heterologous polynucleotide, wherein the promoter comprises at least 20 contiguous nucleotides in a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 8. The nucleic acid molecule of claim 7, wherein the promoter comprises at least 40 contiguous nucleotides in a nucleotide sequence selected from SEQ ID NOS: 1-4.
- 9. The nucleic acid molecule of claim 6, wherein the promoter is derived from SVBV.
- 10. The nucleic acid molecule of claim 6, wherein the promoter is derived from SVBV Strain E3.
- 11. The nucleic acid molecule claim 6, wherein the heterologous polynucleotide encodes a polypeptide.

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- 12. The nucleic acid molecule of claim 6, wherein the heterologous polynucleotide encodes an antisense RNA.
- 13. The nucleic acid molecule of claim 6, further comprising a transcription termination signal.
- 14. The nucleic acid molecule of claim 6, wherein the nucleic acid molecule is a plasmid suitable for transfection of a plant cell.
- 15. The nucleic acid molecule of claim 14, wherein the plasmid comprises a selectable marker gene and *Agrobacterium* border sequences.
- 16. The nucleic acid molecule of claim 6, wherein the promoter comprises two or more enhancer elements.
- 17. The nucleic acid molecule of claim 6, wherein the promoter is chimeric.
- 18. The nucleic acid molecule of claim 17, wherein the chimeric promoter comprises a minimal promoter region derived from SVBV.
- 19. The nucleic acid molecule of claim 17, wherein the chimeric promoter comprises an enhancer element derived from SVBV.
- 20. The nucleic acid molecule of claim 19, wherein the chimeric promoter comprises two or more enhancer element derived from SVBV.
- 21. The nucleic acid molecule of claim 6, wherein the nucleic acid molecule is an expression cassette.
  - 22. A host cell transfected with the nucleic acid molecule of claim 21.
  - 23. The host cell of claim 22, wherein the host cell is a plant cell.
  - 24. The host cell of claim 23, wherein the cell is present within a plant.
  - 25. A transgenic plant comprising the nucleic acid molecule of claim
    - 26. The transgenic plant of claim 25, wherein the plant is a monocot.
    - 27. The transgenic plant of claim 25, wherein the plant is a dicot.
- 28. A method of expressing a heterologous polynucleotide in a plant cell, the method comprising:

21.

(i) providing an expression cassette comprising a promoter operably linked to the heterologous polynucleotide, wherein the promoter comprises a nucleotide sequence that is at least 90% identical to 100 contiguous nucleotides in a nucleotide sequence selected from SEQ ID NOS: 1-4.; and

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(ii) introducing the expression cassette into a plant cell, wherein the heterologous polynucleotide is expressed.

- 29. The method of claim 28, wherein the plant cell is present within a plant.
- 30. The method of claim 28, wherein *Agrobacterium* is used to introduce the nucleic acid molecule into the cell.